18. Explain how consumer decision-making can be affected by environmental changes

19. Analyze Freud's Theory of Motivation and its impact on consumer decision-making, with examples

20. Show the marketing communication process in detail and discuss how it influences consumer behavior.

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NOVEMBER/DECEMBER 2025

23PSCM44/23PSCP44 — CONSUMER BEHAVIOR

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. What is primary research in the context of Consumer Behaviour?

2. What are the methods of collecting primary data?

3. What is the role of needs and motivations in shaping Consumer Behaviour?

4. Explain how perception affects Consumer Behaviour.

5. What is alternative evaluation in consumer decision-making?

6. Mention two types of consumer decisions based on the level of involvement.

7. List the concept of motive arousal in consumer behavior.

8. What is self-concept theory in consumer personality?

9. What are the types of communication systems in marketing?

10. What is the Black Box Model in consumer decision-making?

SECTION B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) Explain the concept of Consumer Behaviour and its importance in marketing.

Or

(b) List the significance of consumer attitudes and perceptions in shaping marketing strategies.

12. (a) Explain the role of peer groups in shaping Consumer Behaviour and consumer choices.

Or

(b) How does social class influence Consumer Behaviour? Explain with relevant examples.

13. (a) List the five stages of the consumer decision-making process.

Or

(b) How do social and personal factors influence consumer decision-making? Explain with examples.

14. (a) Explain Maslow' s Hierarchy of Needs and its application in consumer behavior.

Or

(b) Show how consumer personality can influence brand preference and loyalty.

15. (a) Discuss the importance of communication systems in marketing.

Or

(b) Explain how communication influences consumer decisions.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the role of consumer attitudes, perceptions, and motivations in Consumer behavior

17. Discuss how personality influences Consumer Behaviour and buying preferences.